

■ Variety



# White Peaches



■ Introduction

We provide delicious peaches grown by producers in Higashine City, Asahi Town and the Murayama area, the main growing regions of Yamagata Prefecture. We provide all kinds of varieties that come into season at different times between late July and early October.

■ Characteristics

Yamagata Prefecture is surrounded by mountains with a climate of temperature extremes between night and day, which turn the peaches juicy and very sweet.

Within Japan, peaches come into season late in Yamagata Prefecture, allowing them to be delivered around the time of demand for Mid-Autumn Festival gifts.

■ Packaging



Care taken to:

- Make sure there is no damage or scratch marks on the fruit.
- Make sure the packaging protects against damage while exporting.
- Make sure the peaches clear quarantine inspections while exporting by blowing compressed air onto them to remove all contaminants, dead insects, etc.



■ Recommended way of eating them

Chill for around 3 hours in a refrigerator before eating. Cold air blown directly onto the fruit inside the refrigerator may damage it, so it is recommended that they be stored at room temperature.

■ Best eaten

Because they are exported via airfreight, they are harvested to ripen around 7 days later.

■ Export season

Late July to early October

■ Exported to

Taiwan, Hong Kong

■ Movie of production and shipment processes

Scan the QR code to enjoy watching a movie of a trip to an orchard in the growing region of Asahi Town in Yamagata Prefecture.



■ Name of producer



# Manka will Tohoku Co., Ltd.

■ Address

1837-3 Oaza-Urushiya, Yamagata City,  
Yamagata Prefecture 990-2161

■ Contact information

Phone: +81-23-679-5289  
E-MAIL: homma@dennoh.co.jp  
URL: <http://www.mankawill-t.jp/>

■ Export system and facilities

Products are gathered from producers in Higashine City, Asahi Town and the Murayama area, and are sorted and packaged at our plant, from where they are airfreighted out.

■ Overseas PR activities

We have no particular experience in overseas PR activities due to the fact that we have so far only negotiated with domestic and international buyers.



MADE IN JAPAN

■ The characteristics and strengths of producers (the growing region)

Higashine City and the Murayama area are located in valleys that are hot during the day in summer, but cool at night. This allows the peach trees to photosynthesize during the day to store nutrients (sugar), while the cool nights lower the consumption of nutrients by the fruit, resulting in sweet and delicious peaches.

■ Information on production and export quantities

Area planted with variety	Around 7 ha
Production quantity	Inquire for more details
Quantity available for export (annually)	60 t
Quantity available for export (per export)	5 t
Minimum quantity available for export	Open to discussion depending on location of delivery
Total export quantity per region	Taiwan: 32.6 t Hong Kong: 18.9 t

■ Patents and certifications

Patents	None
GI certification	None
Various other certifications	None